US005639125A

United States Patent [19]

Garrison

[11] Patent Number: 5,639,125

[45] Date of Patent: Jun. 17, 1997

[54] **PRESSURE SENSITIVE LABEL ASSEMBLY**

[75] Inventor: **Ronald R. Garrison**, Batavia, Ill.

[73] Assignee: **Wallace Computer Services, Inc.**, Hillside, Ill.

[21] Appl. No.: **370,297**

[22] Filed: **Jan. 6, 1995**

[51] **Int. Cl.**[6] **B42D 15/10**

[52] **U.S. Cl.** **283/81**; 283/101; 283/107; 283/109

[58] **Field of Search** 283/81, 101, 109, 283/107, 61, 62, 904; 428/204, 916

[56] **References Cited**

U.S. PATENT DOCUMENTS

2,648,924	8/1953	Brewster .	
3,466,218	9/1969	Avery .	
3,854,229	12/1974	Morgan	283/81 X
4,204,706	5/1980	Blum et al. .	
4,526,405	7/1985	Hattemer .	
4,544,590	10/1985	Egan .	
4,664,416	5/1987	Steidinger .	
4,747,619	5/1988	Sager .	
4,911,477	3/1990	Shishido	293/81 X
4,951,970	8/1990	Burt	283/81 X
5,173,081	12/1992	Greig .	
5,284,363	2/1994	Gartner et al.	283/81
5,362,106	11/1994	Longtin	283/109

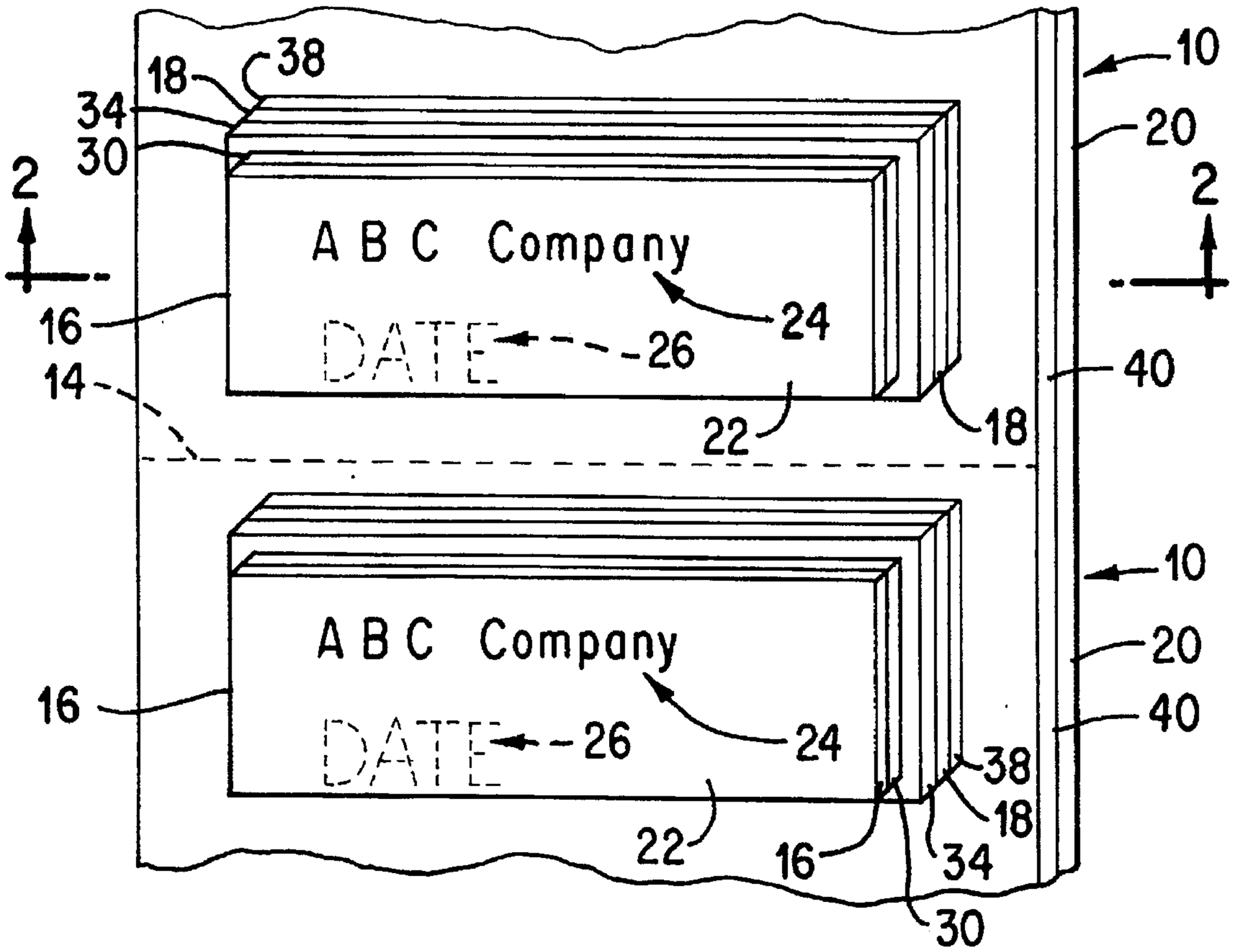
Primary Examiner—Frances Han

Attorney, Agent, or Firm—Roylance, Abrams, Berdo & Goodman

[57] **ABSTRACT**

A label assembly includes a label having pre-printed indicia or a printable face on an information side and a pressure sensitive adhesive on a back side. The label is releasably adhered to a front side of a transparent sheet. The transparent sheet includes a pressure sensitive adhesive on a back side thereof releasably adhered to a carrier sheet. The label assembly includes a label that can be printed by the ultimate user. The label can then be removed from the transparent sheet and applied to an article. The transparent sheet can then be removed from the backing sheet and applied over the label to provide a protective cover for the label.

32 Claims, 4 Drawing Sheets



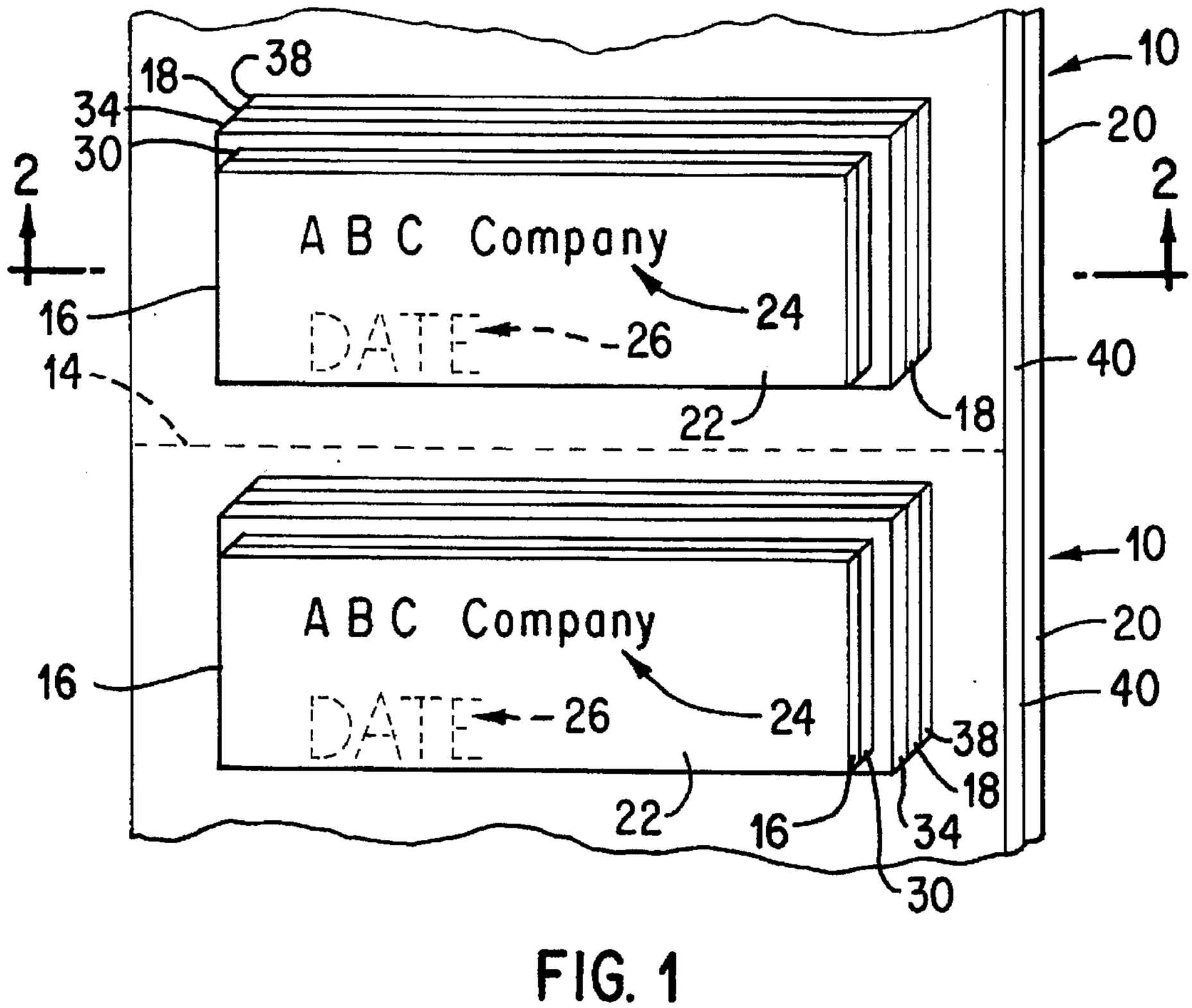

18
38
34
30
2
2
A B C Company
DATE
16
24
26
14
22
10
20
40
18
A B C Company
DATE
16
24
26
22
16
38
18
34
30
10
20
40

FIG. 1

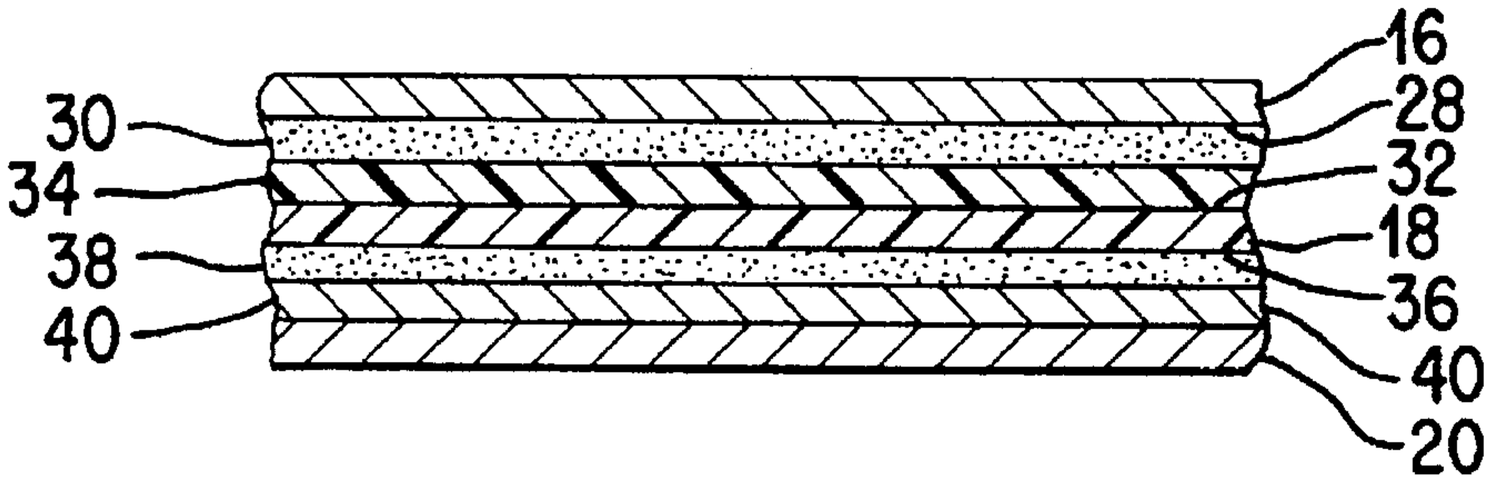

16
28
32
18
36
40
20
30
34
38
40

FIG. 2

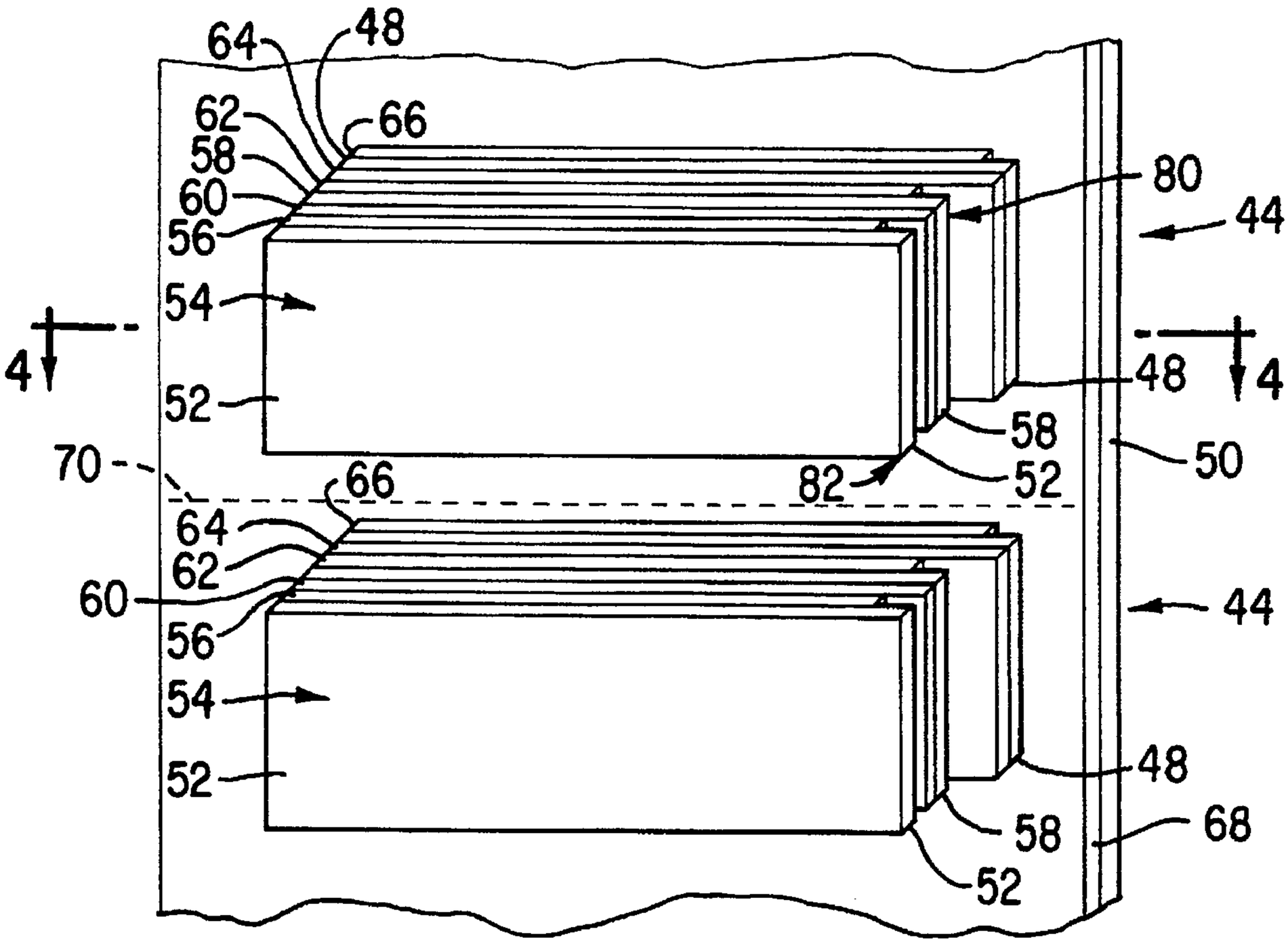

64
48
62
66
58
60
56
54
52
4
4
70
66
64
62
60
56
54
52
80
44
48
58
52
50
82
44
48
58
68
52

FIG. 3

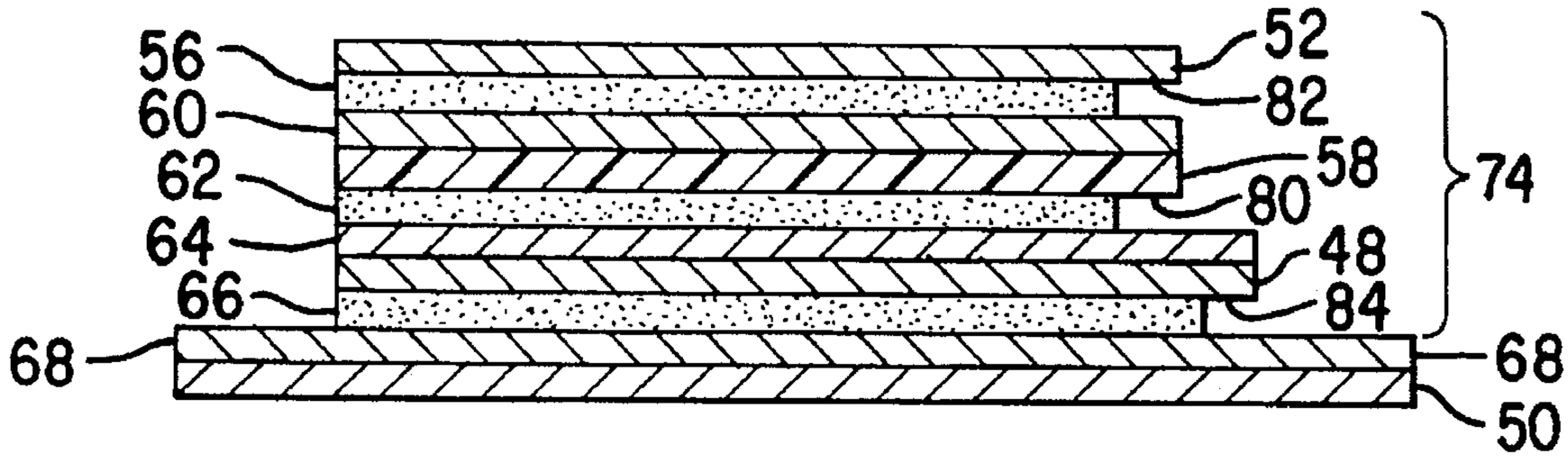
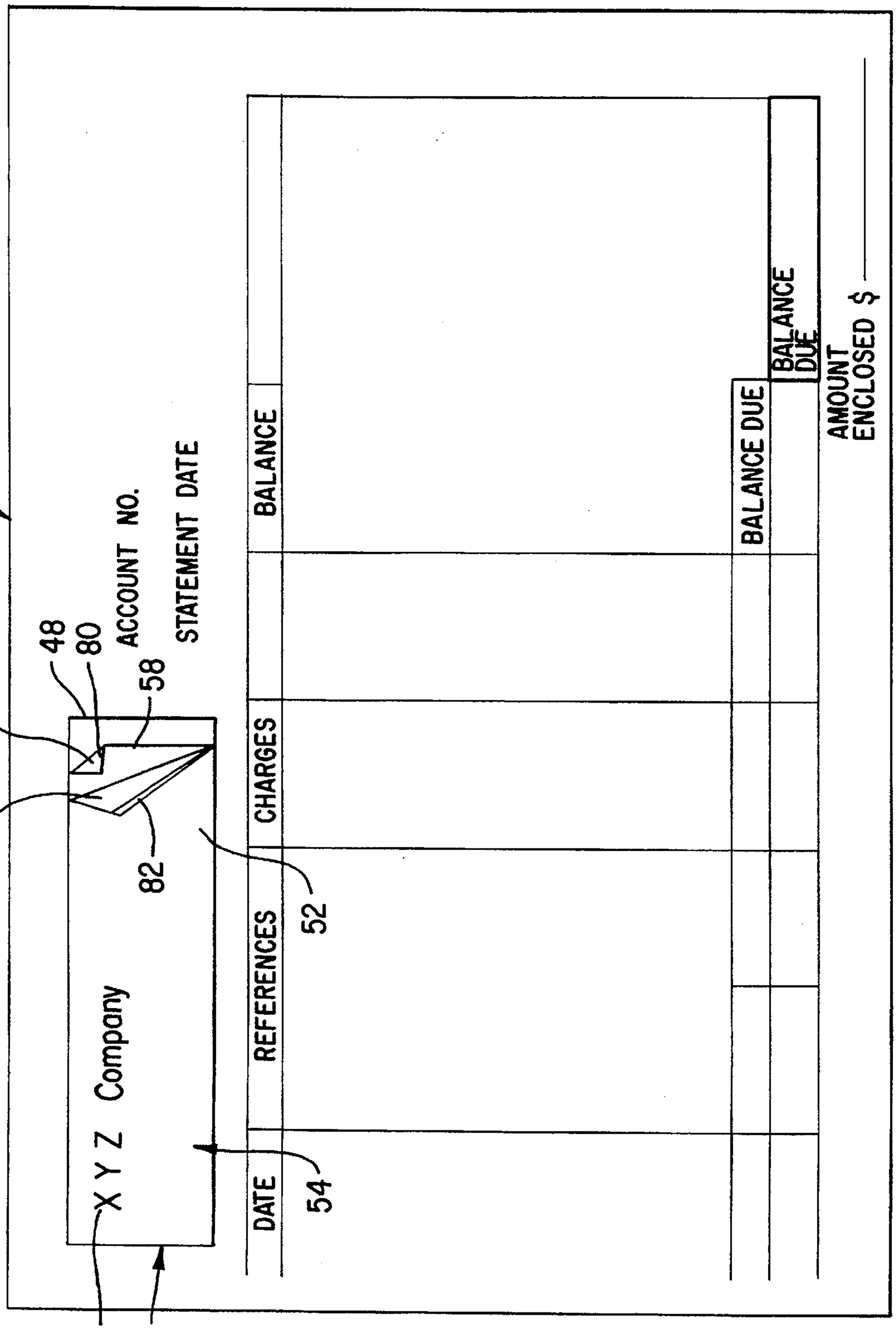

56
60
62
64
66
68
52
82
58
80
48
84
74
68
50

FIG. 4

FIG.5


46
62
48
80
ACCOUNT NO.
58
STATEMENT DATE
56
82
52
BALANCE
CHARGES
REFERENCES
DATE
54
BALANCE DUE
BALANCE DUE
AMOUNT ENCLOSED $
X Y Z Company
76
70

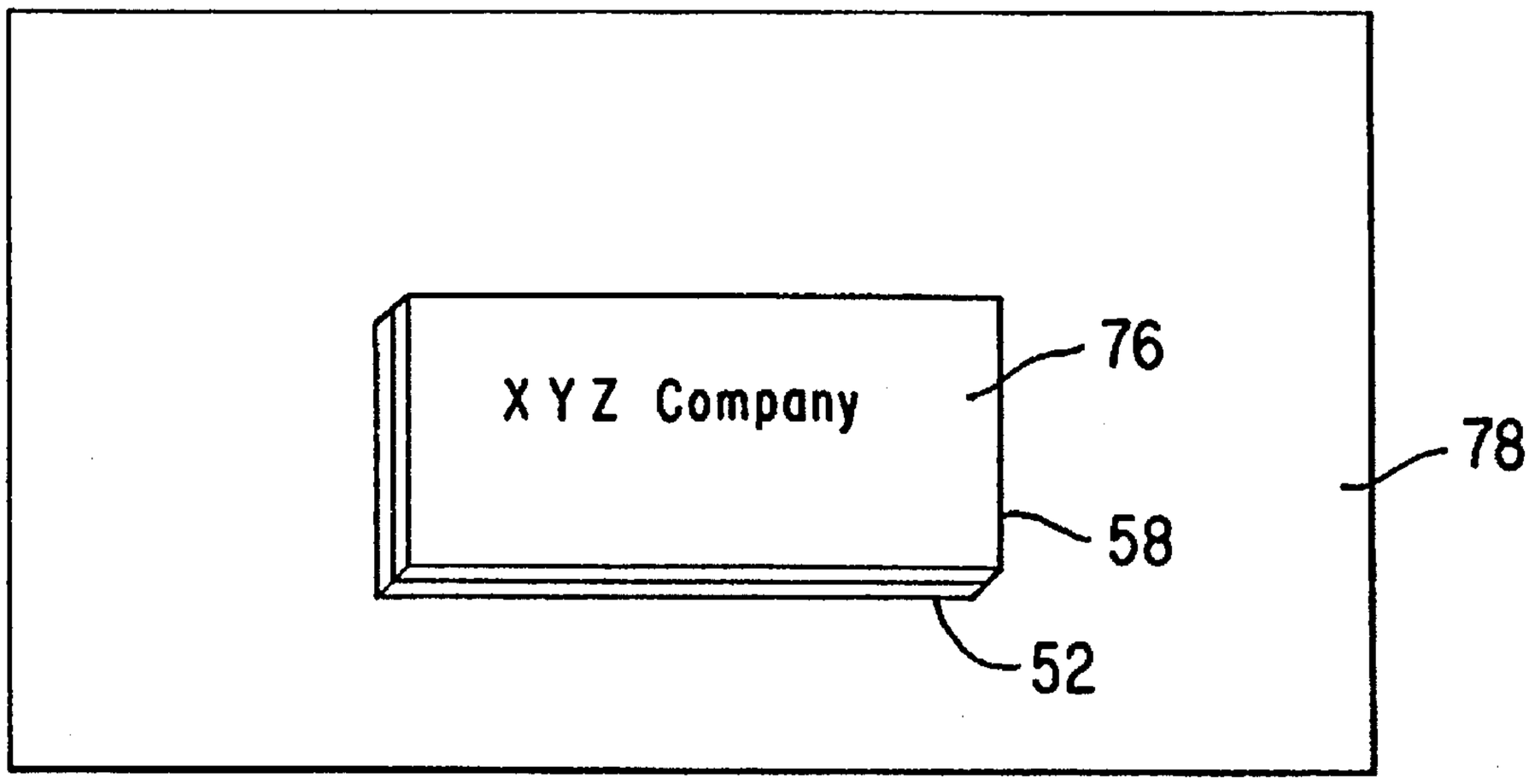


FIG. 6

PRESSURE SENSITIVE LABEL ASSEMBLY

FIELD OF THE INVENTION

The present invention is directed to a label assembly that includes a pressure sensitive label and a transparent cover sheet. More particularly, the invention relates to an assembly including a removable label and a removable transparent sheet for applying over the label as a laminate.

BACKGROUND OF THE INVENTION

Pressure sensitive labels are well known and have been used for a number of years. The labels are typically produced with a removable backing sheet such that the labels are removed from the backing sheet and applied to an article. In many instances, the labels are pre-printed with the desired information. Other labels are produced with a writing surface so that the desired information can be applied to the label before or after applying the label to a mounting surface.

In many instances, it is desirable to apply desired information on a label and cover the label with a transparent film to protect the label from moisture. A transparent film applied over a label is also desirable to protect the label and the information from abrasion or smearing. Numerous label systems have been proposed to include a transparent film that can be applied over a label. Examples of this type of label system are disclosed in U.S. Pat. Nos. 4,204,706 to Blum et al, 4,747,619 to Sager, 4,544,590 to Egan and 5,083,979 to Burt.

The above-noted label systems are not entirely satisfactory for many labelling processes. Some of the previous label systems require multiple steps to print the desired information on the label and to apply the transparent film. Other label systems utilize pressure sensitive marking inks which require the application of pressure or an impact-type printer to effectively mark the label. This form of label typically cannot be printed using an ink jet or laser printer. Another form of labelling system requires separation of various layers before the label can be printed.

One type of label disclosed in U.S. Pat. No. 5,083,979 to Burt et al includes a clear film positioned next to the label on a carrier sheet. This arrangement has the disadvantage in that a large surface area of the label form is occupied by the clear film thereby limiting the size and the amount of information that can be printed on the label. This arrangement also requires a carrier sheet essentially twice the size of the label. This results in increased manufacturing costs and excessive waste. Accordingly, there is a continuing need in the industry for a pressure sensitive label that can be printed by a variety of printing methods and is easy and convenient to use.

SUMMARY OF THE INVENTION

A label assembly has been developed having a printing face that can be used for labelling envelopes, packages, containers and the like. The label assembly comprises a label having an information side and a pressure sensitive adhesive on a second side thereof, a transparent sheet coextensive with the label and having a front side releasably adhered to the second side of the label, and an adhesive on a second side of the transparent sheet for permanently bonding the transparent sheet to the information side of the label. By providing the label assembly in this fashion, suitable indicia can be applied to the information side of the label without the need to disassemble the assembly. The assembly can then be removed from the label and applied to the end product or article by the pressure sensitive adhesive. The transparent sheet is then applied over the label to provide a protective cover or laminate over the label. The transparent sheet provides a weatherproof label to protect the information printed on the label.

The label assembly of the present invention is a multi-ply, unitary assembly thereby eliminating extraneous support layers and release sheets. The assembly is easy and inexpensive to manufacture using conventional manufacturing equipment. Furthermore, the label assembly includes a printable label which can cover substantially the entire surface area of the assembly, thereby maximizing the available area for printing or applying variable information. The assembly being a single unit can be passed through a variety of printing devices without premature separation of the layers.

According to one embodiment of the invention, the information surface of the label includes pre-printed indicia, such as a blank form. The ultimate user can insert the necessary information on the label using a pen, pencil, typewriter or other printer. The label is then separated from the assembly and adhered to the intended article. Thereafter, the transparent sheet is applied over the label to protect the label from moisture, abrasion and tampering. In embodiments of the invention, the transparent sheet is a plastic film material that does not easily accept ink so that it is difficult to write on the surface of the transparent sheet. A non-printable surface on the transparent sheet prevents alteration of the label after the transparent sheet is applied to the label. The pressure sensitive adhesive on the transparent sheet is sufficiently tacky to permanently adhere to the information side of the label such that the transparent sheet cannot be removed without destroying the label.

According to another embodiment of the present invention, the transparent sheet includes a release coating on the front face thereof to assist in the easy separation of the label from the assembly. The release coating also provides a non-writable surface on the transparent sheet.

According to a further embodiment of the present invention, a carrier sheet having a release coating on one side thereof supports one or more of the label assemblies. The carrier sheet may be a continuous roll having a plurality of the label assemblies releasably adhered thereon by the pressure sensitive adhesive on the transparent sheet. Alternatively, the carrier sheet can be a dimensioned sheet supporting a single transparent sheet and label. During use, the transparent sheet can be removed from the carrier sheet and applied to the label as discussed above.

According to another embodiment of the present invention, the label assembly is removably adhered to a business form within a designated area. The business form and the label can be completed in the normal course of business by a variety of printers, including computer-controlled printers. The label containing the desired information is then removed and applied to the desired article such as an envelope or container. The transparent sheet is removed and adhered to the label. In preferred embodiments, the label assembly may include a carrier sheet having an upper side with a release layer releasably adhered to the transparent sheet and a back side adhered to the business form. Alternatively, the business form can have a designated area including a release coating to enable easy separation of the transparent sheet from the form.

In a further aspect of the invention, a method of labelling an article comprises providing a label assembly having a label with an information surface and a back side having a

pressure sensitive adhesive, a transparent sheet having a first side releasably adhered to the back side of the label and a second side having a pressure sensitive adhesive, and a removable carrier backing sheet releasably adhered to the transparent sheet, the method comprising removing the label from the assembly and adhering the label to the article, and removing the transparent sheet from the backing sheet and applying it to the label.

Other objects, advantages and salient features of the present invention will become apparent from the following detailed description, which, taken in conjunction with the annexed drawings, discloses preferred embodiments of the invention.

BRIEF DESCRIPTION OF THE DRAWINGS

Referring now to the drawings which form a part of this original disclosure:

FIG. **1** is a perspective view of the label assembly in accordance with a first embodiment of the invention showing the label assembly on a continuous carrier sheet;

FIG. **2** is a partial cross-sectional view of the label assembly taken along line **2—2** of FIG. **1**;

FIG. **3** is a perspective view of the label assembly in accordance with a second embodiment of the invention;

FIG. **4** is a cross-sectional view of the label assembly taken along line **4—4** of FIG. **3**;

FIG. **5** is a perspective view of a further embodiment of the invention showing the label assembly in conjunction with a business form; and

FIG. **6** is a front view of an envelope after a label and transparent sheet have been applied thereto.

DETAILED DESCRIPTION OF THE INVENTION

The present invention is directed to multi-ply label assemblies as shown in FIGS. **1–6**. In particular, a label assembly **10** is provided for applying a label to a desired article along with a transparent outer protective film.

Referring to FIGS. **1** and **2**, a first embodiment of the label assembly **10** is illustrated. In this embodiment of the invention, a plurality of label assemblies **10** are formed as a continuous sheet separated by frangible lines **14**. Typically, the frangible lines **14** are perforations allowing easy separation of assemblies **10**. Label assembly **10** includes a label **16**, a transparent sheet **18** and a carrier sheet **20**. Label **16**, transparent sheet **18** and carrier sheet **20** are produced having a standard thickness as used in the label manufacturing field. The layers are shown in the Figures having exaggerated thicknesses for purposes of illustration. The various layers may be, for example, about 1–4 mil thick.

In further embodiments, the label assemblies **10** are manufactured using a continuous carrier sheet without frangible lines between the assemblies. Alternatively, the label assemblies can be separated by cutting the carrier sheet into distinct sheets.

Label **16** is preferably made of paper, such as kraft paper, although other suitable label materials may be used. Label **16** includes an information surface **22** for receiving printed indicia **24**. In the embodiment shown in FIG. **1**, printed indicia **24** identifies the company name. However, in practice, any desired printed indicia may be applied. In preferred embodiments, information surface **22** of label **16** includes a space for receiving variable information **26**. Information surface **22** is preferably a writable surface, whereby variable information **26** can be applied by a suitable writing tool such as a pen, pencil, typewriter or computer-controlled printing apparatus. The rear face **28** of label **16** includes a pressure sensitive adhesive **30** releasably adhered to transparent sheet **18**.

As used herein, "label" is intended to refer to a substrate having a writing surface for receiving variable information. The label can be in the form of an address label, packing slip or a label for identifying an article, the contents of a container, dates, catalog number and the like. The label may include pre-printed indicia to reflect the intended final use of the label. Alternatively, the label may be manufactured as a blank form which can be completed by the ultimate user or customer.

The pressure sensitive adhesives used in accordance with the present invention are transparent tacky adhesives commonly used on the label manufacturing field. Examples of adhesives are: acrylic types, such as those made from polyacrylic or methacrylic esters or acids, polyvinyl ethers, copolymers of vinyl ethers and acrylics; rubber based adhesives, such as those based on polyisobutylene, polycloroprene, polybutadiene, copolymers of styrene with butadiene and isoprene and latex variations on styrene, butadiene and isoprene; and adhesives based on silicone rubber such as polysiloxane methacrylate. One type of pressure sensitive adhesive is made by Technicote of Cuyahoga Falls, Ohio. The pressure sensitive adhesive may be of the hot melt type or the solvent type. The type of adhesive used will depend on the intended use of the label and the manufacturing process. A hot melt adhesive only requires the adhesive to cool before applying it to a surface, while solvent types require evaporation of the solvent before a subsequent process step can be carried out.

In the embodiments of the invention, as shown in FIG. **1**, the pressure sensitive adhesive **30** is applied to coat the entire rear face **28** of label **16**. In further embodiments, pressure sensitive adhesive is applied so as not to extend along one edge of label **16**, thereby providing an edge which can be easily gripped by the user for easy separation of layers as discussed hereinafter in greater detail. In still further embodiments, the pressure sensitive adhesive is applied in a localized area, such as a band around the perimeter of the label, depending on the particular needs and intended use of the label.

Transparent sheet **18** is a flexible plastic material such as polyethylene, polyester, ethylene vinyl acetate, polyethylene terephthalate, cellophane, cellulose nitrate, cellulose acetate, ethyl cellulose and copolymers of methyl methacrylate. In preferred embodiments, sheet **18** is sufficiently transparent to easily view indicia on label **16** when sheet **18** is applied over label **16**. The transparent sheet preferably has a thickness to provide the necessary strength to be peeled from the carrier sheet without tearing and to adequately protect the label in its laminated form. The thickness of the transparent sheet may be, for example, about ½ mil to about 4 mil, depending on the material used and the intended environment of the label. The transparent sheet may optionally include a color tinting or printed indicia such as a logo. In further embodiments, sheet **18** may be translucent such that indicia **24** on label **16** can be easily viewed by the user.

In the embodiment shown in FIG. **1**, transparent sheet **18** includes a front side **32** having a layer of an adhesive release material **34**. Release material **34** may be a standard silicone release material or wax material typically used in the adhesive industry. In embodiments of the invention, the transparent sheet may have sufficient release qualities for an

adhesive that a separate release layer may be unnecessary. Typically, the release layer and carrier comprise a silicone treated film.

Back side **36** of transparent sheet **18** includes a pressure sensitive adhesive layer **38**. Pressure sensitive layer **38** may be the same or different from adhesive **28** and preferably covers the entire back side of transparent sheet **18**. In alternative embodiments, the pressure sensitive adhesive may be applied to a localized area. For example, the pressure sensitive adhesive can be applied only around the perimeter of the transparent sheet such that when the transparent sheet is placed over the label, the adhesive surrounds the label to provide a protective seal.

Carrier sheet **20** is generally made of a paper material such as kraft paper, although other materials may be used. A release layer **40** is provided on the front face of carrier sheet **20**. Typically, release layer **40** is the same as release layer **30**, but may be different depending on the particular requirements of the adhesive and the carrier sheet. Release layer **40** and carrier sheet **20** are typically a silicone treated paper.

The label assembly **10** is manufactured using standard laminating and label manufacturing equipment. In one embodiment the label in the form of a continuous web may be unwound from a supply roll. The web passes through a printing apparatus to apply the desired indicia on the front side, while a pressure sensitive adhesive is applied to the back side by spraying, rolling or other suitable adhesive application method. The web is then laminated onto a web of transparent sheet material having a release coating on a front side and a pressure sensitive adhesive on the back side. The resulting laminate may be die cut into individual labels and laminated onto a continuous carrier sheet. Alternatively, the laminate can be further laminated onto a continuous carrier sheet and then cut into individual label assemblies.

In the embodiment of FIGS. **1** and **2**, label assembly **10** comprises labels **16** and transparent sheets **18** which are die cut to the desired size and laminated onto continuous carrier sheet **20**. In further embodiments, labels **16** and transparent sheets **18** may be substantially the same width as carrier sheet **20**. Label **16** is releasably adhered to transparent sheet **18** by pressure sensitive adhesive **30** on label **16** and release layer **34** on transparent sheet **18**. Transparent sheet **18** is in turn releasably adhered to carrier sheet **20** by pressure sensitive adhesive **36** on transparent sheet **18** and release layer **40** on carrier sheet **20**. The result is label assembly **10** being a multiply unitary assembly with no loose sheets or layers.

As a unitary member, label assembly **10** has the advantage that the various sheets cannot be inadvertently separated. The necessary variable information can be applied to information face **22** by manually writing or printing after the assembly is manufactured. The variable information can be applied by the ultimate user without disassembling the label. The label assembly **10** is particularly advantageous in that the assembly can pass through computer-operated printing means such as a laser printer without premature separation of the layers. The pressure sensitive adhesive layers are protected from dirt, moisture, solvents and the like until peeled from the respective layer.

By way of example, label assembly **10** may be used as an address label or as an information sheet for identifying the contents of a container. For example, label assembly **10** may be used to identify a test sample such that the variable information may include items such as sample number, source, date and other identification. Label **16** is then peeled from transparent sheet **18** and adhered to the sample container. Thereafter, transparent sheet **18** is peeled from carrier sheet **20** and applied directly over label **16**. Transparent sheet **18** being laminated to label **16** by pressure sensitive adhesive **36** is permanently adhered such that transparent sheet **18** cannot be removed without damaging label **16**. Transparent sheet **18** provides a tamper evident outer face, as well as a protective face protecting label **16** from moisture, abrasion and the like. The pressure sensitive adhesive is selected to adhere to the back of the label and the transparent sheet and be releasable from the release layers. The pressure sensitive adhesive, furthermore, permanently adheres the label to the intended article and permanently adheres the transparent sheet to the label.

In embodiments of the invention, as shown in FIG. **1**, transparent sheet **18** is slightly larger than label **16**. In this manner, transparent sheet **18** will slightly overlap label **16** when laminated thereon. Carrier sheet **20** may be dimensioned substantially the same size as transparent sheet **18** or may be slightly larger to define a free edge for assisting in the separation of the layers at the desired time. In further embodiments of the invention, the label and the transparent sheet may be substantially the same size. In a similar manner, pressure sensitive adhesive **28** on label **16** and pressure sensitive adhesive **36** on transparent sheet **18** may extend only over a portion of the respective sheet to define an edge free of adhesive to assist in separation of the layers.

In a further embodiment of the invention shown in FIGS. **3** and **4**, label assembly **44** is used in producing a business form **46**, as shown in FIG. **5**. Label assembly **44** is similar to label assembly **10** with the exception of an additional carrier sheet **50**.

Label assembly **44** comprises a label **52** having an information surface **54** and a pressure sensitive adhesive layer **56** on a back side thereof. Label **52** is releasably adhered to transparent sheet **58**. Transparent sheet **58** includes a front side with a release layer **60** and back side with a pressure sensitive adhesive **62**. Transparent sheet **58** is releasably adhered to first carrier sheet **48** by pressure sensitive adhesive **62**. First carrier sheet **48** includes a front side with a release layer **64** and a back side with a pressure sensitive adhesive layer **66**. Alternatively, the carrier sheet may be a treated sheet such as a silicone treated paper. In the embodiment shown in FIG. **4**, first carrier sheet **48** is slightly longer than label **52** and transparent sheet **58** to allow easy separation as discussed hereinafter in greater detail.

A plurality of the labels **52**, transparent sheets **58** and first carrier sheets **48** are produced and laminated in a manner similar to that previously discussed in connection with the embodiment of FIG. **1** and are releasably adhered to second carrier sheet **50**. Second carrier sheet **50** includes a release layer **68** on a front face thereof. In the embodiment of FIGS. **3** and **4**, individual labels **52**, transparent sheets **58** and first carrier sheets **48** are spaced apart on second carrier sheet **50** and separated by perforations **70**. In further embodiments, label assembly **44** may be manufactured by laminating continuous sheets of the respective materials and subsequently cutting to the desired dimensions. Label **52** may include pre-printed indicia and preferably includes information face **54** with a writable or printable surface.

Label assembly **44** in preferred embodiments is used as an intermediate in producing business form **46**, as shown in FIG. **5**. In the embodiment shown in FIG. **5**, business form **46** is an invoice although other blank forms and information sheets may be used. Business form **46** serves as an information sheet to receive variable information. Business form **46** is produced by peeling a unitary sub-assembly **74** from

second carrier sheet **50** where unitary sub-assembly **74** includes label **52**, transparent sheet **58** and first carrier sheet **48**. Unitary sub-assembly **74** is then adhered to business form **46** in a designated information space thereon as shown in FIG. **5**. Pressure sensitive adhesive **66** on first carrier sheet **48** permanently fixes sub-assembly **74** onto business form **46**. As shown in FIG. **4**, pressure sensitive adhesive **66** is applied to a localized area on carrier sheet **48** to define a free edge **84** on carrier sheet **48**. In this manner, sub-assembly **74** is easily separated from carrier sheet **50**.

Once label assembly **74** is applied to business form **46**, the form can be completed in the normal course of business by inserting the necessary information onto business form **46** and to information surface **54** on label **52**. Business form **46** is particularly advantageous in that it can be passed through conventional printing means including, for example, a computer-controlled laser printer. During the printing step, the necessary information is applied to complete the form and to apply variable information **76** to information surface **54** of label **52**. Variable information may include an address or other labelling requirements, depending on the intended use of the business form.

In the embodiment shown in FIGS. **3–5**, label **52** and transparent sheet **58** are substantially the same size and coextensive therewith. In further embodiments transparent sheet **58** may be larger than the label **52**. The adhesive layers are also applied to a localized area to define a free edge **80** along transparent sheet **58** and a free edge **82** along label **52**.

In the embodiment illustrated in FIG. **5**, business form **46** is printed to apply a customer's address on information face **54** of label **52** such that the label may be used as a mailing label. In this embodiment, label **52** is peeled from transparent sheet **58**, as shown in FIG. **5**, to expose pressure sensitive adhesive **56**. Label **52**, once removed from transparent sheet **56**, is then applied to an envelope **78**, as shown in FIG. **6**. Thereafter, transparent sheet **58** is peeled from carrier sheet **48** and applied directly over label **52** on envelope **78**. Transparent sheet **58** provides a protective film over label **52** to protect it from moisture, abrasion and unauthorized alteration. The first carrier sheet **48** remains adhesively attached to business form **46**.

In further embodiments of the invention, the business form may be manufactured with a localized release layer. The label and transparent sheet as a unitary assembly can be adhered to the localized release layer. The resulting business form can be processed to apply the variable information to the label. The label and transparent sheet can be peeled from the form as in the previous embodiment. The embodiment may be desirable in some instances since it eliminates the need for an additional carrier sheet and the pressure sensitive adhesive and release layers associated therewith.

Although the invention has been described with a certain degree of particularity, it is understood that the present disclosure is made only byway of example and that numerous changes in the details of construction and the combination and arrangement of parts may be resorted to without departing from the spirit and scope of the invention. Thus, the scope of the invention is not limited by the foregoing specification, but rather, by the scope of the claims appended hereto.

What is claimed is:

1. A multi-layer label assembly comprising:

a label having a first information side and a second side with a pressure sensitive adhesive applied thereto;

a transparent sheet having first and second sides, said transparent sheet being superimposed with said label and having said first side of said transparent sheet releasably adhered to said second side of said label; and

an adhesive on said second side of said transparent sheet for permanently bonding said transparent sheet to said first information side of said label.

2. The label assembly of claim **1**, wherein said assembly comprises a release layer on said first side of said transparent sheet, and said pressure sensitive adhesive on said label being releasably adhered to said release layer.

3. The label assembly of claim **1**, wherein said adhesive on said transparent sheet is a pressure sensitive adhesive.

4. The label assembly of claim **3**, further comprising a first removable carrier sheet releasably adhered to said pressure sensitive adhesive on said transparent sheet.

5. The label assembly of claim **4**, wherein said first carrier sheet comprises a release coating on a first side thereof.

6. The label assembly of claim **5**, wherein said first carrier sheet comprises a pressure sensitive adhesive on a second side thereof.

7. The label assembly of claim **6**, further comprising a second removable carrier sheet releasably adhered to said pressure sensitive adhesive on said first carrier sheet.

8. The label assembly of claim **7**, wherein said second carrier sheet comprises a release coating on a first side thereof, said release coating being removably adhered to said pressure sensitive adhesive on said first carrier sheet.

9. The label assembly of claim **1**, wherein said transparent sheet is larger than said label.

10. The label assembly of claim **1**, wherein said information side of said label comprises a printable surface.

11. The label assembly of claim **1**, wherein said label includes printed indicia.

12. The label assembly of claim **1**, wherein said transparent sheet is substantially the same size as said label.

13. A multi-layer label assembly comprising

a label having a front side with an information surface;

a pressure sensitive adhesive on a back side of said label;

a transparent sheet having a first side releasably adhered to said back side of said label;

a pressure sensitive adhesive on a second side of said transparent sheet; and

a removable carrier sheet releasably adhered to said pressure sensitive adhesive on said transparent sheet.

14. The label assembly of claim **13**, further comprising an adhesive release coating on said first side of said transparent sheet.

15. The label assembly of claim **13**, wherein said carrier sheet comprises a silicone treated paper.

16. The label assembly of claim **13**, wherein said label comprises printed indicia on said information surface.

17. The label assembly of claim **13**, wherein said label is removable from said transparent sheet and permanently adherable to a substrate, and said transparent sheet is removable from said carrier sheet and permanently adherable on said label.

18. The label assembly of claim **17**, wherein said pressure sensitive adhesives on said label and transparent sheets are in localized areas on said back side of said label and second side of said transparent sheet, respectively, whereby each said label and transparent sheet have an edge free of adhesive.

19. The label assembly of claim **13**, said transparent sheet and said label being substantially the same size.

20. The label assembly of claim **13**, wherein said transparent sheet is larger than said label.

21. The label assembly of claim **13**, wherein said label comprises a writable portion of said information surface.

22. The label assembly of claim 13 wherein said carrier sheet is a continuous backing sheet, and said assembly comprises a plurality of said labels and transparent sheets adhered to said continuous carrier sheet.

23. A business form comprising:

an information sheet;

a transparent sheet having a pressure sensitive adhesive on a back side releasably adhering said transparent sheet to said information sheet; and

a label having a front side with an information surface and a back side having a pressure sensitive adhesive, said label being releasably adhered to a front side of said transparent sheet by said pressure sensitive adhesive on said label.

24. The business form of claim 23, further comprising a carrier sheet positioned between said information sheet and said transparent sheet, wherein said carrier sheet is fixed to said information sheet, and said transparent sheet is releasably adhered to said carrier sheet.

25. The business form of claim 24, wherein said carrier sheet has a release coating on a front side thereof.

26. The business form of claim 23, wherein said label is removable from said transparent sheet and permanently adherable to a substrate, and said transparent sheet is removable from said information sheet and permanently adherable to said front side of said label.

27. The business form of claim 23, wherein said transparent sheet and said label are smaller than said information sheet and are positioned in a localized area on said information sheet.

28. The business form of claim 23, wherein said transparent sheet comprises a release layer on a front side thereof.

29. The business form of claim 23, wherein said information surface is a printable surface.

30. A method of labelling an article comprising:

providing a label assembly with a label having a front side with an information surface and a back side having a pressure sensitive adhesive, a transparent sheet having a first side releasably adhered to said back side of said label and a second side having a pressure sensitive adhesive, and a removable carrier sheet releasably adhered to said transparent sheet;

removing said label from said assembly and adhering said label to said article; and

removing said transparent sheet from said carrier sheet and adhering said transparent sheet to said information surface of said label.

31. The method of claim 30, further comprising the step of applying indicia to said information surface before removing said label from said assembly.

32. The method of claim 30, wherein the step of adhering further comprises superimposing said transparent sheet over said front side of said label to completely cover said label.

* * * * *